

**Alberta
Cattle
Commission**

GRASS ROUTES

The Alberta cattle producer newsletter.

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Producer check-off vote this fall

The ACC seeks producer solution to check-off controversy

Negotiations are nearing completion for the basis of a producer vote on the Alberta Cattle Commission's (ACC) non-refundable check-off. The vote will be held this November and conducted by Alberta Agriculture and the Alberta Agricultural Products Marketing Council (Marketing Council) - the supervising body of agricultural commissions.

Almost one year ago, the ACC requested that Marketing Council conduct a plebiscite on the continued existence of the ACC's non-refundable check-off. The ACC believes that **all** cattle producers should be given the opportunity to vote on the matter to resolve the issue once and for all, and the ACC will abide by the wishes of the majority.

We reported at the time that a small group of producers were using the courts to challenge the ACC's authority to collect the check-off. Legal experts have consistently said that the courts cannot make a decision on the nature of the check-off (non-

refundable versus refundable), that this decision lies solely with producers. To date, the ACC has spent approximately \$200,000 in legal fees and devoted considerable ACC board and staff time to the court action, developing a new plan and regulations for Marketing Council approval and plebiscite negotiations.

During the past 11 months, the ACC has consulted extensively with Marketing Council on the type of plebiscite, the question, timing of the vote, voting procedures, campaigning and cost. A number of other organizations have also consulted with the provincial government on these issues: the Western Stock Grower's Association, Alberta Cattle Feeders' Association, Alberta Cow/Calf Association, the Alberta Auction Markets' Association and the litigants involved in the lawsuit against the ACC.

The ACC expects that plebiscite procedures will be finalized later this month; details will be published in the next issue of *Grass Routes*.

Did you know?

The United States has a mandatory non-refundable \$1.00 US check-off collected on each marketing that generates nearly \$100 million for their industry. The grass cattle producers in Australia and New Zealand also have mandatory non-refundable check-offs set at \$4.60 and \$2.90 per head respectively.

CITT recommends tariff on offshore beef imports

The Canadian International Trade Tribunal (CITT) inquiry into the impact of boneless beef imports from Australia and New Zealand has concluded that there is threat of serious injury to the Canadian beef cattle industry.

The CITT recommended an annual tariff rate quota be put in place for three years and that imports exceeding the eligible quantity of 72,000

tonnes in any year be subject to a tariff surtax of 25 per cent ad valorem. The federal government has agreed to promptly follow up on the Tribunal's recommendation.

Alberta Cattle Commission Chairman Larry Sears says, "Alberta cattle producers welcome the CITT's decision and the government's commitment to implement the recommendations as soon as possible.

"The check-off funded submissions by the cattle industry were a key part of the favorable decision."

Strength from the ground up.

Cattle producers continue Olympic sponsorship

The Beef Information Centre (BIC) will again be an Official Supplier to Canada's Olympic Teams. The Olympic logo will again be used on all materials produced by the BIC. The sponsorship provides the BIC with full network coverage on CTV and French TVA during the Lillehammer, Norway, Olympics next February. Approximately \$300,000 of producer-funded check-off dollars will be used to fund the 1994 package. The Olympics are the highest profile sports event in the world and are an ideal method for advertising beef's healthy role in the diet. Olympic Gold Medalist Mark Tewksbury has been retained for another series of beef commercials. The new Tewksbury campaign will effectively bridge the current advertising campaign and the 1994 Olympic campaign.



Attend producer safety net meetings

Agriculture Canada is holding a series of meetings throughout Alberta to discuss possible replacement options for the National Tripartite

Stabilization (NTS) Program. Several options were developed during the mid-term review of the NTS program which included participation from all segments of the industry including the Alberta Cattle Commission (ACC).

The ACC is in favor of the following replacement options. The first is a new income stabilization program that would be based on the value added or gross margin arising from farm sales.

This program could easily become a whole farm income stabilization program that could replace the flawed NISA program which was designed solely for the grain industry and is unfair in the way livestock producers are able to participate.

The ACC believes that it is possible for the beef industry to transition the entire agricultural industry to a new whole farm income stabilization program in 1993 and terminate the NTS program by January 1994.

The second concept is a risk management program that would be particularly useful to the beef cattle feeding industry.

This concept would see the development of an effective and voluntary mechanism for cattle feeders to hedge their risk of price reductions through options on futures contracts traded on the Chicago Mercantile Exchange. Such transactions are currently difficult to conduct because of exchange problems. This could be overcome by a risk management agency that would not require government support once it was operational. This would also make relatively complex hedging procedures available to smaller cattle feeders.

Both concepts would be voluntary, production neutral, marketing neutral and trade neutral.

Meetings are as follows:

Date	Town	Time	Location
June 16	Sexsmith	1:30 p.m.	Civic Centre
June 17	Westlock	7:30 p.m.	Community Hall
June 21	Vermilion	1:30 p.m.	Legion Hall
June 23	Red Deer	3:30 p.m.	Capri Centre
June 28	High River	1:30 p.m.	Heritage Inn
June 29	Lethbridge	1:30 p.m.	El Rancho Motor Inn
June 29	Brooks	7:30 p.m.	Heritage Inn



CANADIAN CATTLEMEN'S ASSOCIATION ANNUAL CONFERENCE

August 11-13, 1993
Westin Hotel, Calgary

BUILDING PARTNERSHIPS. Cattlemen '93 will celebrate the partnerships which have enabled our association and industry to develop into one of the strongest in the agricultural sector. Cattlemen '93 will provide you with the information necessary to be effective today and pass along a strong industry to the future generation. The conference will feature a wealth of guest speakers and explore new partnerships that must be forged for the years ahead.

SPEAKERS:

- Honorable Charles Mayer, Minister of Agriculture
- Paul Robertson, Vice-President, CTV, *Building Partnerships with Media*
- NAFTA Negotiation Outline for the Canadian Beef Cattle Industry
- Dan Koons, President Elect - U.S. National Cattlemen's Association, *If It Ain't Broke, Break It*
- Dave Irvine, speaker, *The Human Side of Cattle Farming*
- Panel of the Beef Information Centre, *Product Development - Whose Responsibility?*

WORKSHOPS:

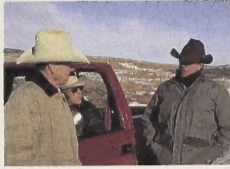
- Enviro Issues - Conflict or Cooperation?
- Foreign Trade: 1993 and Beyond
- CANFAX Market Outlook

Plan to attend this important event! For more information or to pre-register, use this form.

Name: _____
Address: _____

Registration fee: (GST Registration # R106844228)
\$149.00/person before August 1, 1993 + 7% GST
= \$159.43
\$175.00/person on or after August 1, 1993 + 7% GST
= \$187.25

Return to: Canadian Cattlemen's Association
P.O. Box 4520, Station C, Calgary, Alberta T2T 5N3
Telephone: (403) 244-4487 Fax: (403) 244-2340



New staff member

The Alberta Cattle Commission (ACC) recently hired Michael Kuntz (outside right photo) as manager, operations and administration. Michael joins the ACC from the auditing firm KPMG Peat Marwick Thorne. He has a bachelor of management degree from the University of Lethbridge and recently received his chartered accountant designation. Michael was raised on a mixed farm near Arrowwood. Michael replaces Gordon Mitchell who left the ACC to operate a custom feedlot in the Pincher Creek area.

We need people like you as delegates

A producer organization is most effective when it truly represents the needs and wants of its grassroots members. This fall, half of the 90 zone delegate positions to the Alberta Cattle Commission (ACC) are up for grabs and you may consider getting involved.

The ACC is the leading organization that speaks for Alberta cattle producers and its strength is producers working for producers to enhance the economic well-being of the cattle industry.

The ACC divides the province into nine zones. Ten cattle producers are elected by producers in the zone as delegates to the ACC. Elections are held at the beginning of November during a series of country producer meetings. A delegate is elected for a two year term and is responsible for representing the interests and concerns of producers in their area to the ACC.

Any eligible producer is welcome to run as a

candidate for the position of zone delegate. The nomination form below outlines the criteria for eligibility. Nominations will be accepted as early as June 23, 1993 and can be postmarked no later than August 27, 1993.

If you are thinking about it, but still have some questions, call your zone director. They'll be more than glad to help.

<u>zone</u>	<u>director</u>	<u>phone</u>	<u>town</u>
1	Larry Helland	792-2150	Lomond
2	Gary Brown	549-3787	Stavelly
3	Jim Turner	932-5278	Cochrane
4	Harold Carter	386-2205	Kinsella
5	Wilbur Stewart	876-2784	Big Valley
6	Arnold Hanson	336-2598	Viking
7	Fred van Ingen	942-2189	Redwater
8	Karl Schneider	763-2447	Mannville
9	Bob Balisky	957-2247	Debolt

If you are not sure what zone you are in, call the ACC office in Calgary, 275-4400.

NOMINATION FORM FOR ZONE REPRESENTATIVES TO THE ALBERTA CATTLE COMMISSION

I hereby nominate:

Name: _____

Address: _____

Phone: _____

To run as Zone Delegate in Zone # _____

Name: _____

Address: _____

Phone: _____

I am an *eligible producer:

Signed _____

(NOMINATOR)

I hereby accept this nomination and I am an *eligible producer.

Signed _____

(NOMINEE)

*Eligible Producer:

- "Eligible producer" means a person who has, during 1992 or 1993, sold cattle in his or her name and paid a fee to the Commission or to another person on behalf of the Commission. A corporation is also considered a person. All "eligible producers" must reside in the zone in which they are voting.
- "Agent for an eligible producer" means a person who has been appointed to vote on behalf of a corporation. This appointment must be made in writing to the Commission prior to the vote being cast.
- Individual "eligible producers" cannot appoint agents for themselves. There will be no voting by proxy.

Please send the completed form and a 50-75 word resume to: Alberta Cattle Commission 216, 6715 - 8th Street NE, Calgary, Alberta, T2E 7H7. Phone 275-4400. Fax 274-0007. Nominations must be mailed or delivered to the office no later than August 27, 1993.



CCA supports NAFTA

The Canadian Cattlemen's Association (CCA) welcomed the North American Free Trade Agreement (NAFTA), passed by the House of Commons May 27, as a mutually beneficial agreement for the agricultural sectors of Canada, the United States and Mexico.

The CCA views NAFTA as an opportunity for Canada's cattle and beef industry to further expand within North America. Although Canada currently enjoys free trade in beef products with Mexico, CCA Executive Vice-President Dennis Laycraft says the agreement will stimulate prosperity in Mexico, which will lead to an increased demand for Canadian breeding stock and beef.

The pact, which will be given Royal Assent when the United States and Mexico have their enabling bills in place, will set out separate agreements on agriculture between the three countries. Canada and the United States would exempt Mexico from their respective meat import acts, and tariffs on

all agricultural products would be phased out over a 15 year period. In 1991, Canadian exports of meat and livestock to Mexico totaled \$23.4 million.

NAFTA will also establish a dispute settlement mechanism which will allow the industry to build trade relations on a base of confidence and assure continued access to open markets.

CITT recommends tariff

The CCA is satisfied with the federal government's decision to accept the recommendations of the Canadian International Trade Tribunal's (CITT) inquiry into boneless beef imports. The CITT concluded June 1 that there is a threat of serious injury to the Canadian beef industry if the level of imports of boneless beef from Australia and New Zealand continue at current levels.

The CCA made a strong case to the CITT for immediate action. Although the annual tariff rate quota recommended by the CITT is a necessary measure, the CCA feels that a complete solution will not be achieved until Canada has equivalency with the United States on import levels.

The CCA has long recognized the risks of import surges, attributed to a lack of harmonization between the Meat Import Act and the U.S. Meat Import Law. The CCA has lobbied actively for years to address the differences in Canadian and American meat import regimes.

CCA introduces new logo

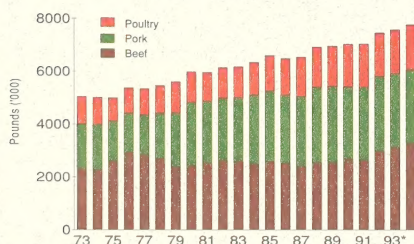
The CCA has updated its image with a new logo. The new logo was chosen by the CCA board of directors for its progressive and distinctively Canadian look—a fitting symbol to represent the Canadian cattle producer and the association.

Market Watch by:



Total Canadian Meat Production

Beef, Pork, Poultry



Source: Agriculture Canada, Statistics Canada, Canfax

MONTHLY AVERAGES FOR ALBERTA

	May average	April average	change	May 92 average	change
FED STEERS	94.60	96.42	-1.82	81.31	13.29
FED HEIFERS	92.99	94.22	-1.23	79.89	13.10
FEEDER STEERS					
300 - 400	136.04	132.96	3.08	116.63	19.41
400 - 500	131.29	127.54	3.75	109.21	22.08
500 - 600	124.58	122.79	1.79	104.25	20.33
600 - 700	117.51	115.54	1.97	99.84	17.67
700 - 800	111.17	107.65	3.52	93.21	17.96
800 - 900	104.15	100.43	3.72	86.55	17.60
900 +	97.61	94.94	2.67	82.11	15.50
FEEDER HEIFERS					
300 - 400	123.94	121.96	1.98	105.83	18.11
400 - 500	118.67	116.08	2.59	101.69	16.98
500 - 600	113.83	111.38	2.45	97.96	15.87
600 - 700	108.82	106.14	2.68	93.05	15.77
700 - 800	103.65	101.93	1.69	87.90	15.75
800 +	97.54	95.28	2.26	82.77	14.77

CANFAX is a non profit market information service that offers its members detailed weekly and monthly market reports and a member-only hotline to get up to the minute information. For more information call Anne or Keith at 275-5110.

ACC Market Information Service

Slaughter Cattle Information 274-4340
Feeder Cattle Information 274-4345

The Alberta Cattle Commission 216, 6715 - 8th St. N.E. Calgary, AB
 T2E 7H7 275-4400 Mail Registration Number 116432